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## **FOR IMMEDIATE RELEASE**

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# MTD Introduces Dramatic Increase in Service

The Santa Barbara Metropolitan Transit District (MTD) has been experiencing an increase in ridership over the past few years. At times, some of their most popular routes were so well utilized that the district was put in the unfortunate situation of having to leave passengers behind at bus stops. An effort to relieve this overload situation has been in the works since 2005; MTD and its community partners are pleased to offer the following solutions:

**Lines 1 & 2 connect the Eastside and Westside to Downtown Santa Barbara.** These lines now have increased frequency on weekdays, from every 15 minutes to every 10 minutes during the peak hours. The peak hours are: 6:30am – 8:30am & 3:00pm – 6:00pm.

**Line 3 serves Cottage Hospital, Oak, Park, and the La Cumbre Area.** This line now has increased frequency from every 30 minutes to every 20 minutes all day on weekdays. A short evening trip has been added to serve the Schott Center.

**A new route has been added, Line 4 – Mesa Loop.** This line provides more service options to residents of the Mesa. The route was designed to quickly transport residents from the Mesa to Downtown Santa Barbara; the route is bi-directional. During the morning portion of the service the bus will travel along Cliff Dr. to Meigs and down Carrillo Hill to Downtown SB in a clockwise direction. During the afternoon portion the bus will run up Carrillo Hill to Cliff Dr in a counter clockwise direction.

The service runs every 40 minutes during mid-day, and every 20 minutes during the peak hours.

7:15am – 8:15am every 20 minutes

8:15am – 4:40pm every 40 minutes

4:40pm – 6:20pm every 20 minutes

**Line 6 travels the State/Hollister corridor out to the Camino Real Marketplace. Line 11 travels the State/Hollister corridor then turns left at Fairview Avenue and continues on to the Airport and UCSB.** – These lines have increased frequency on weekdays from every 15 minutes to every 10 minutes during the peak hours. The hours of the peak service are: 6:30am – 8:30am & 3:00pm – 6:00pm.

Sherrie Fisher, General Manager, "This is an unprecedented collaboration between the City of Santa Barbara, the City of Goleta, and the County of Santa Barbara, creating the most dramatic increase in service that we have experienced since 1974. Our many thanks go out to the City of Santa Barbara for initiating this process and to the City of Goleta and the County of Santa Barbara for being so willing to participate".

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MTD is recognized nationally as a leader in the public transit industry. MTD is ranked among the top ten in the nation for per-capita transit usage and operates North America's largest fleet of battery electric vehicles. MTD has always been a leader in alternative fuels programs and continues on this course today; MTD will soon take delivery of eight hybrid-electric buses and in May of this year biodiesel will be used on all diesel-powered vehicles.

MTD, with its focus on passenger service, provides a reliable, safe, comfortable means of mobility to those who lack other transportation, including students, seniors, and individuals with disabilities. MTD also provides an attractive transportation option for commuters and shoppers who might otherwise drive a car. Last year MTD provided over 7,400,000 passenger trips. MTD provides over 23,800 passenger trips each weekday resulting in 16,540 cars being left at home on weekdays.

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